Subject: [Phil Deck] Wisconsin
From: "Terry Liu" [redacted]
Received(Date): Thu, 25 May 2023 03:44:23 +0000
To: "Matt Fischer" [redacted] ,"Robert Kondrk" [redacted] , "Monika Gromek" [redacted] ,"Ann Thai" [redacted] , "Carson Oliver" [redacted] ,"Sean Cameron" [redacted] ,"Jennifer Brown" [redacted] ,"Joe Phillips" [redacted] , "Josh Elman" [redacted] ,"Trystan Kosmynka" [redacted] ,"Joseph Magnani" [redacted] ,"Ling Yang Lew" [redacted] , "Timothy Kim" [redacted] ,"Bri Cote" [redacted]
Attachment: 2023-05-24 Wisconsin.pdf
Date: Thu, 25 May 2023 03:44:23 +0000

[Privileged & Confidential]

Hi all,

Here is a PDF of what Design will present to Phil for Wisconsin tomorrow at 9am for you to preview. We've made some changes based on our check-ins yesterday and today. We've cleaned up the deck to better explain the potential guidance for in-app flows, and added an alternate direction with a more standardized interstitial design.

Thanks, and see you tomorrow,
Terry

PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v Apple Inc.
Ex. No. CX-0484
Date Entered
By

Wisconsin

Privileged and Confidential — Prepared at the Direction of Counsel

Wisconsin

Allow apps in the US storefront to communicate and link to other ways to buy digital goods and services through non-IAP mechanisms

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Approach

Apple IAP is still required

Single external URL per app, owned / controlled by the developer

No interrupting or mimicking Apple IAP

Link must resolve to external browser

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CTA

Placement:

- Single URL, Only 1 link per page
- Must be independent of the buy flow
- A reasonable # of placements (not spammy)

Styling: Buttons, links, (or other CTAs?)

Language: TBD

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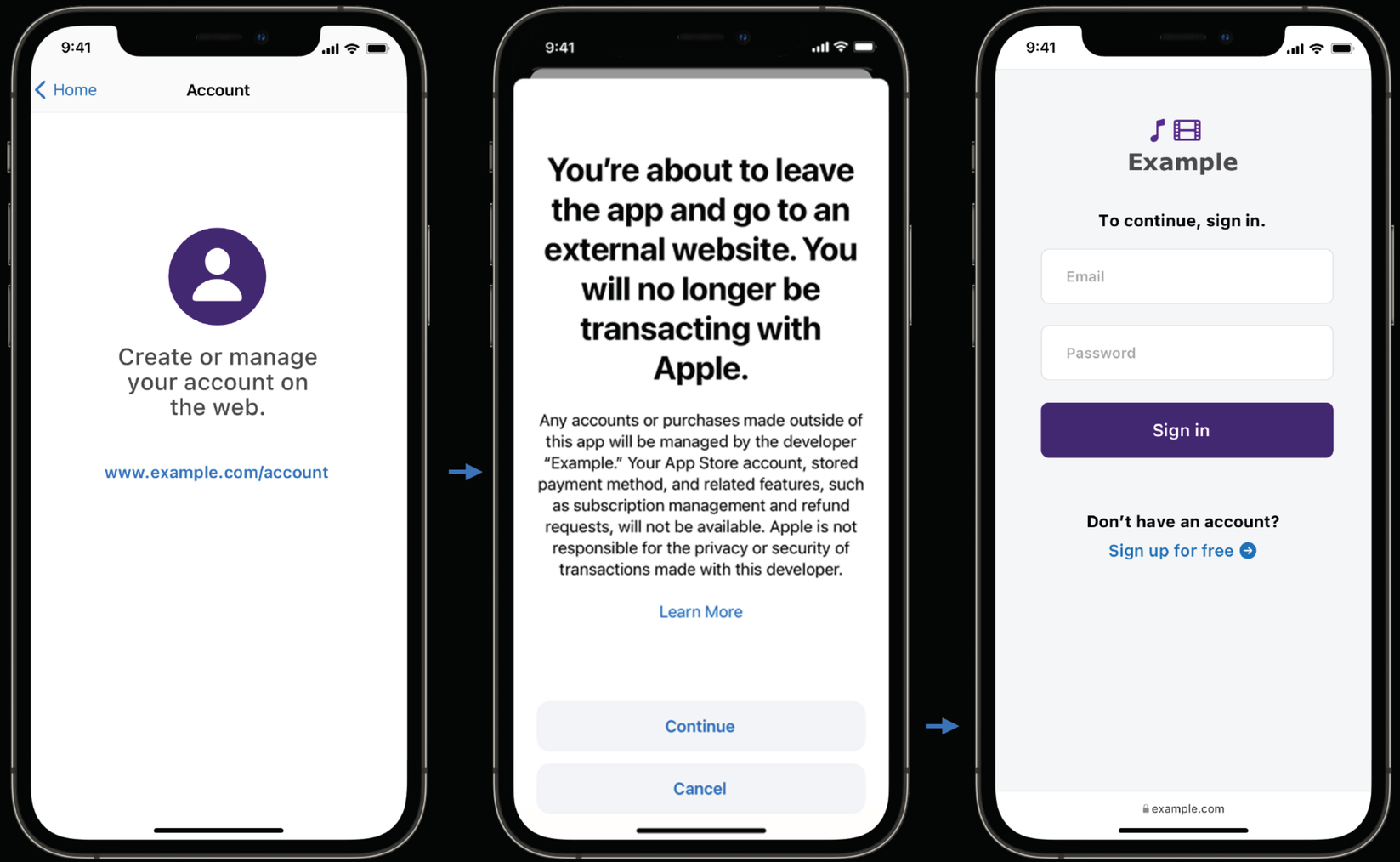
Current Reader App Entitlement (Worldwide)



Reader App | Link-Out Sheet | Web

FPO. For discussion only

Current Purchasing Experiences

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Categories

Hard Paywall
General Upsell
In-Flow Upsell
In-App Shop
Catalog/Product Page
Account

Two Dots

Multiple Upsell Moments • In-App Shop

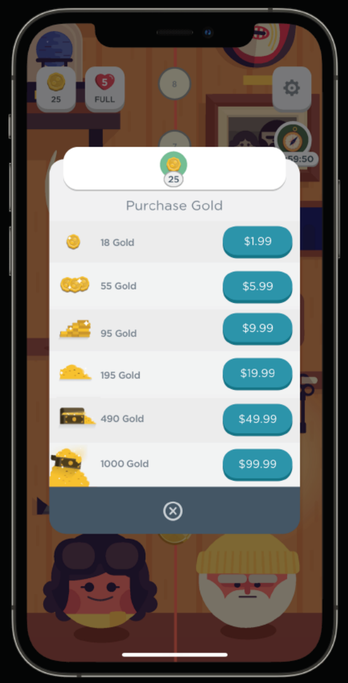
Privileged and Confidential — Prepared at the Direction of Counsel

Onboarding / Login

Game Screen

General Upsell

In-Flow Upsell



In-App Shop

Account / Settings

FPO. For discussion only

NY Times
Upsell Prompt

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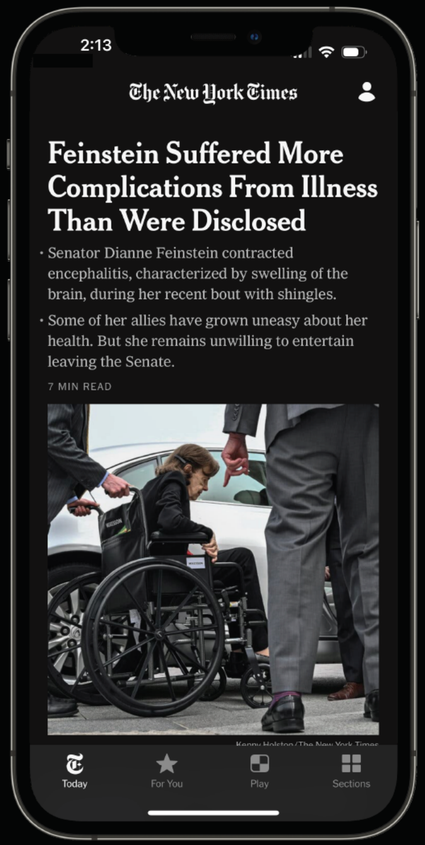
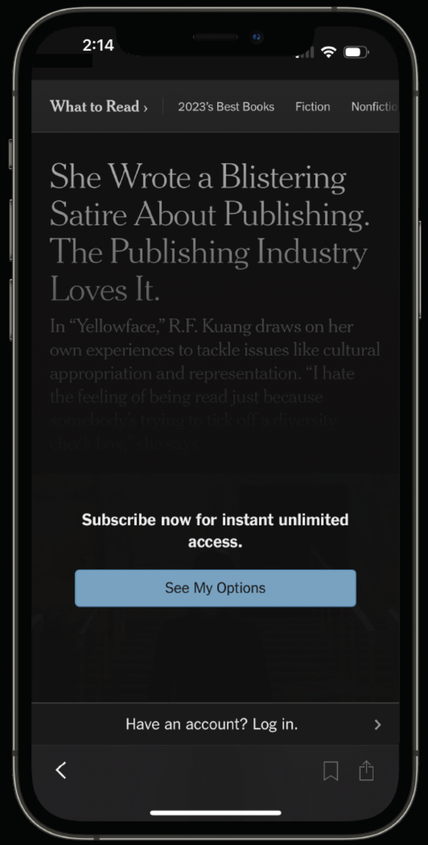
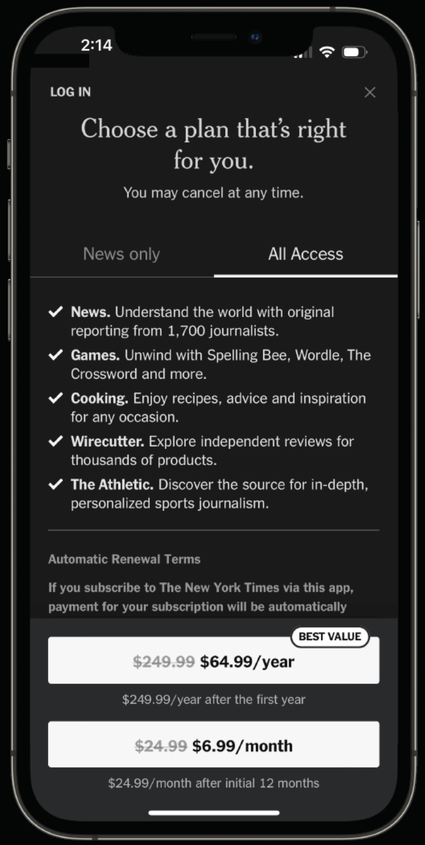


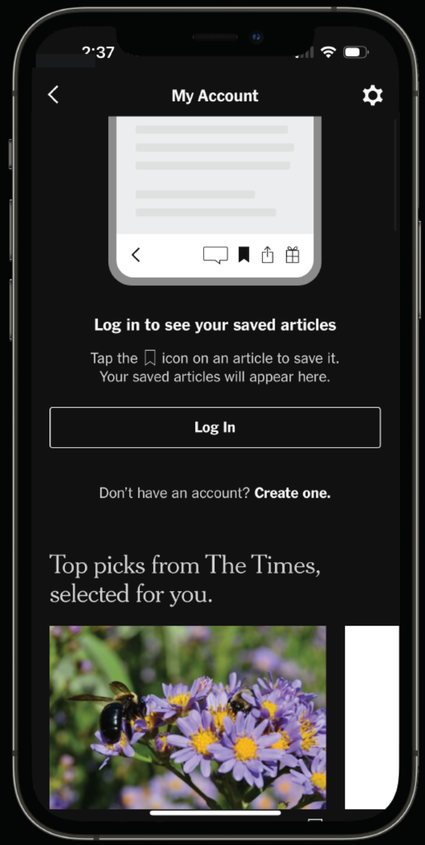
App Launch



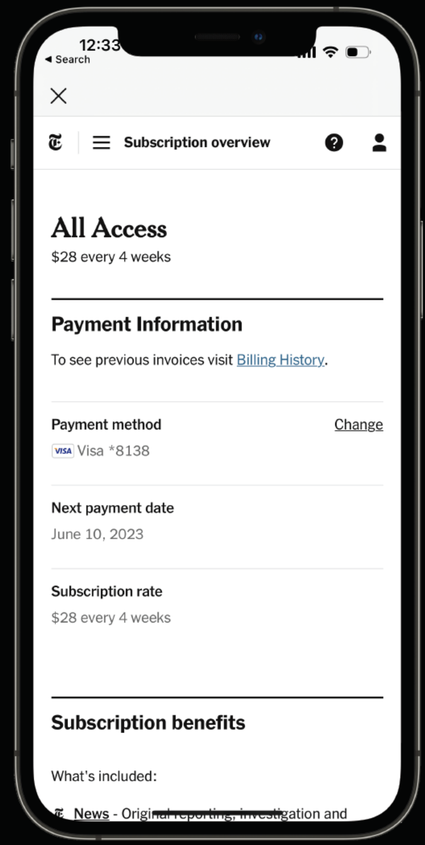
General Upsell



In-Flow Upsell



Account (Signed Out)



Account

FPO. For discussion only

Hulu Hard Paywall

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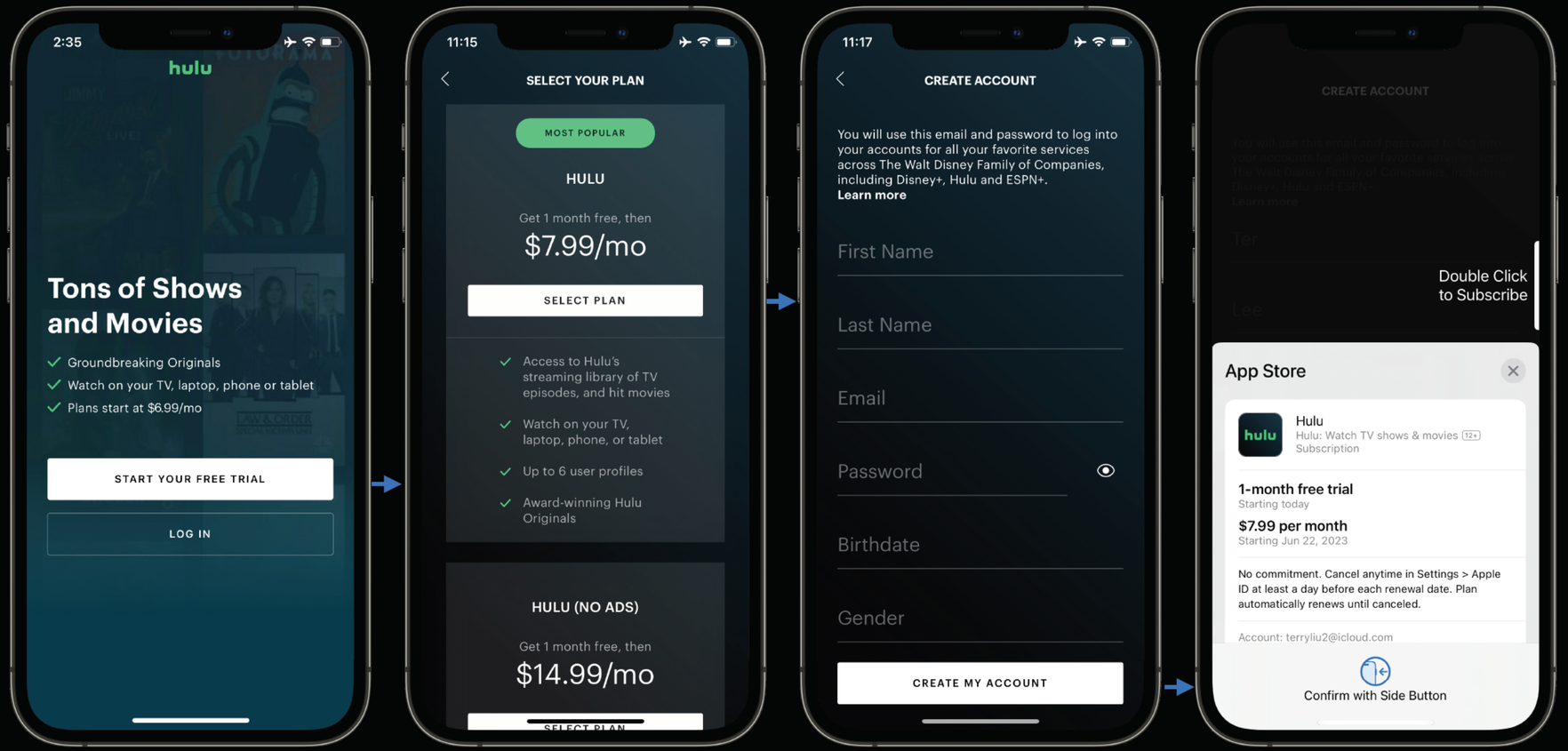

Hard Paywall | Merchandizing | Create Account

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YouTube
Merchandize as Product Pages

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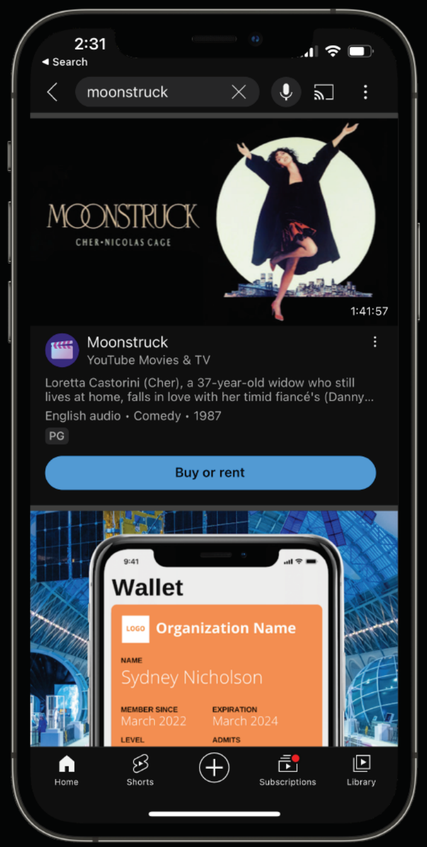
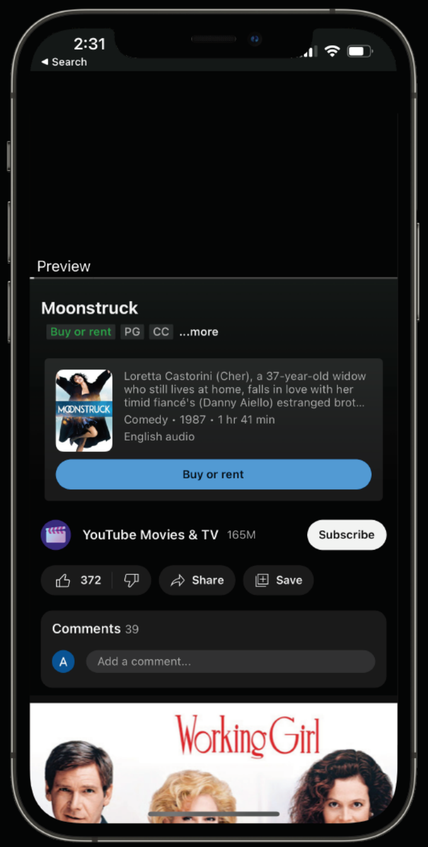
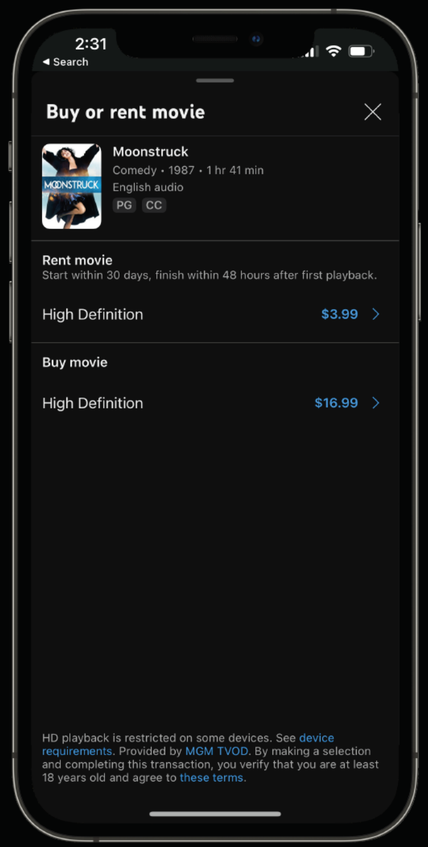


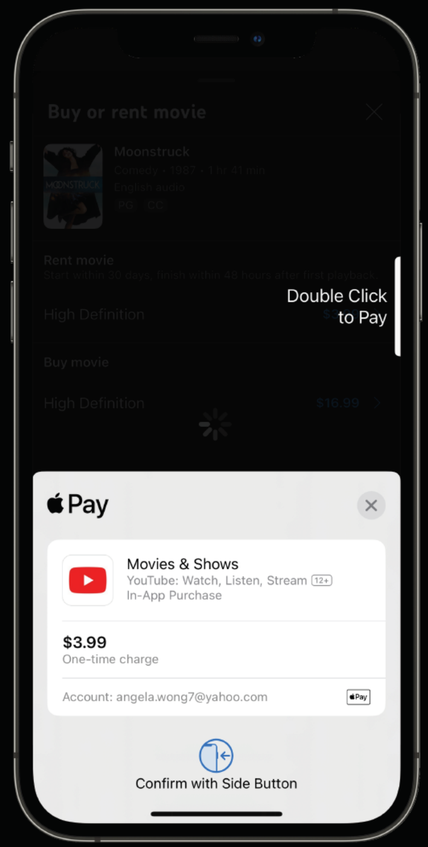
Search Results



Product Page



Rent or Buy



FPO. For discussion only

1) Language & Styling
2) Placements

Language & Styling
Language

Continue on the Web

Continue on hulu.com

hulu.com

FPO. For discussion only

Language & Styling

Language

hulu.com

FPO. For discussion only

Language & Styling

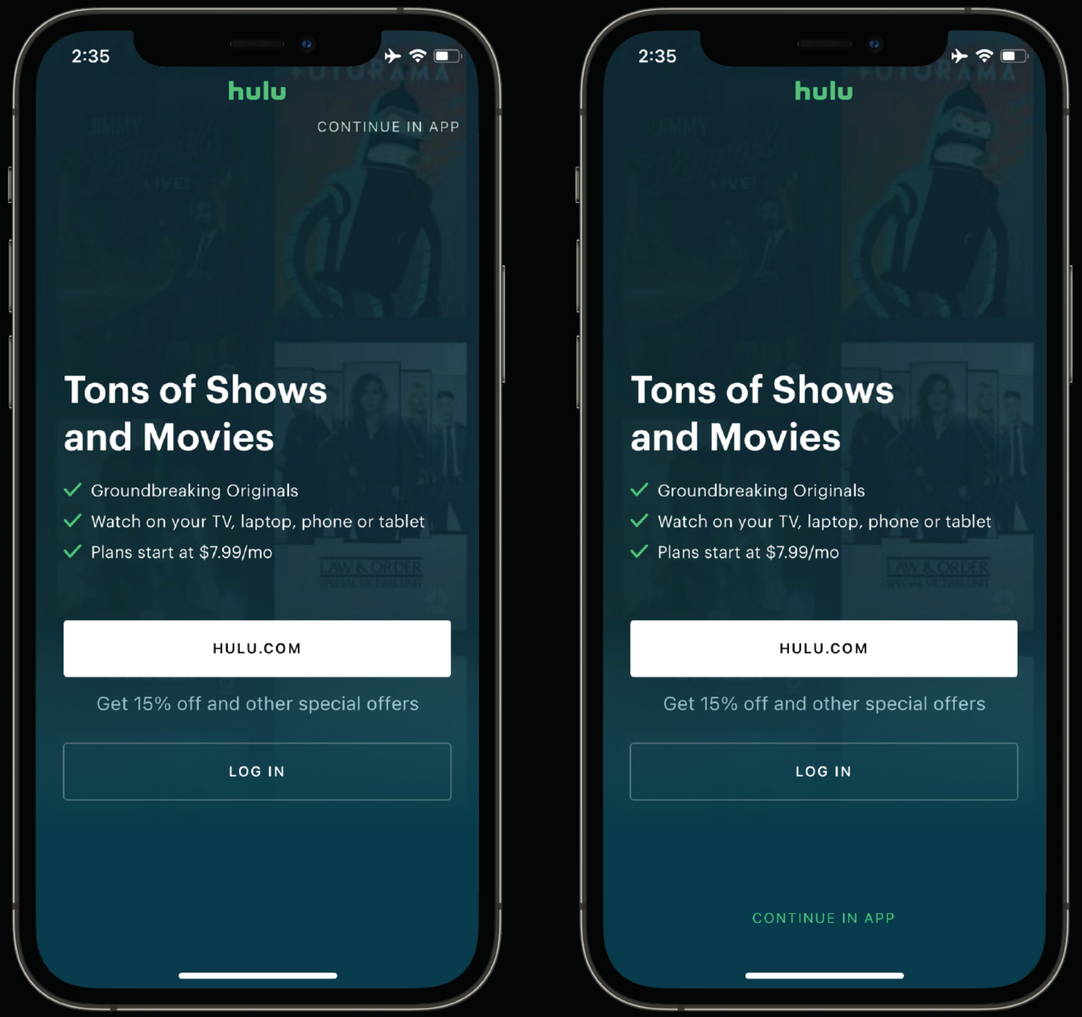
Language

hulu.com

Get 15% off and other special offers.

FPO. For discussion only

Language & Styling
The Problem in Situ



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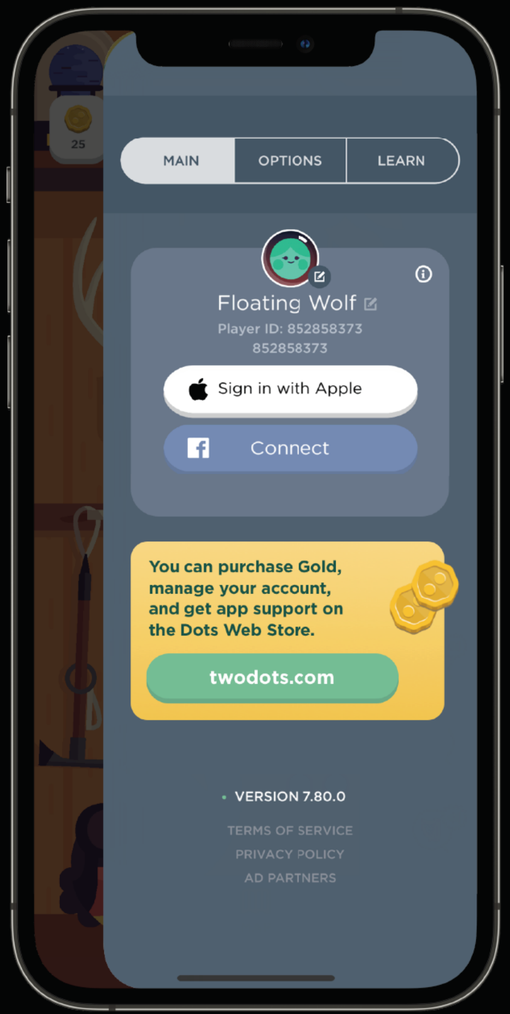
Language & Styling
The Problem in Situ



FPO. For discussion only

Language & Styling

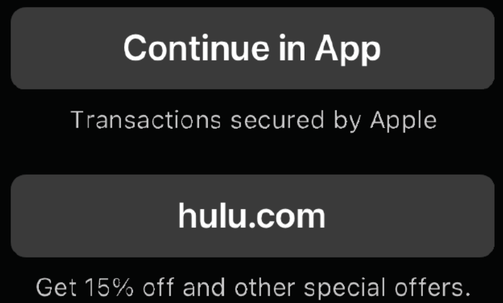
Language

hulu.com

Get 15% off and other special offers.

FPO. For discussion only

Language & Styling
Language



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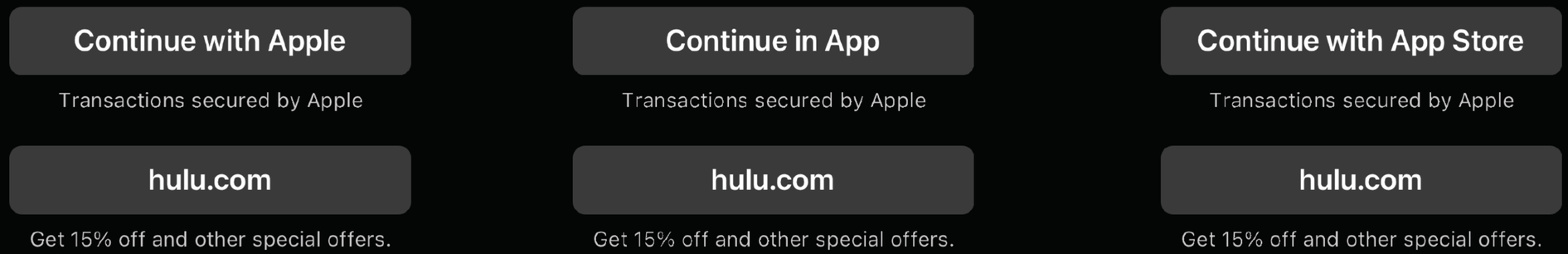
Language & Styling
Language



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Language & Styling

If There are NO Styling Guardrails or Guidelines...

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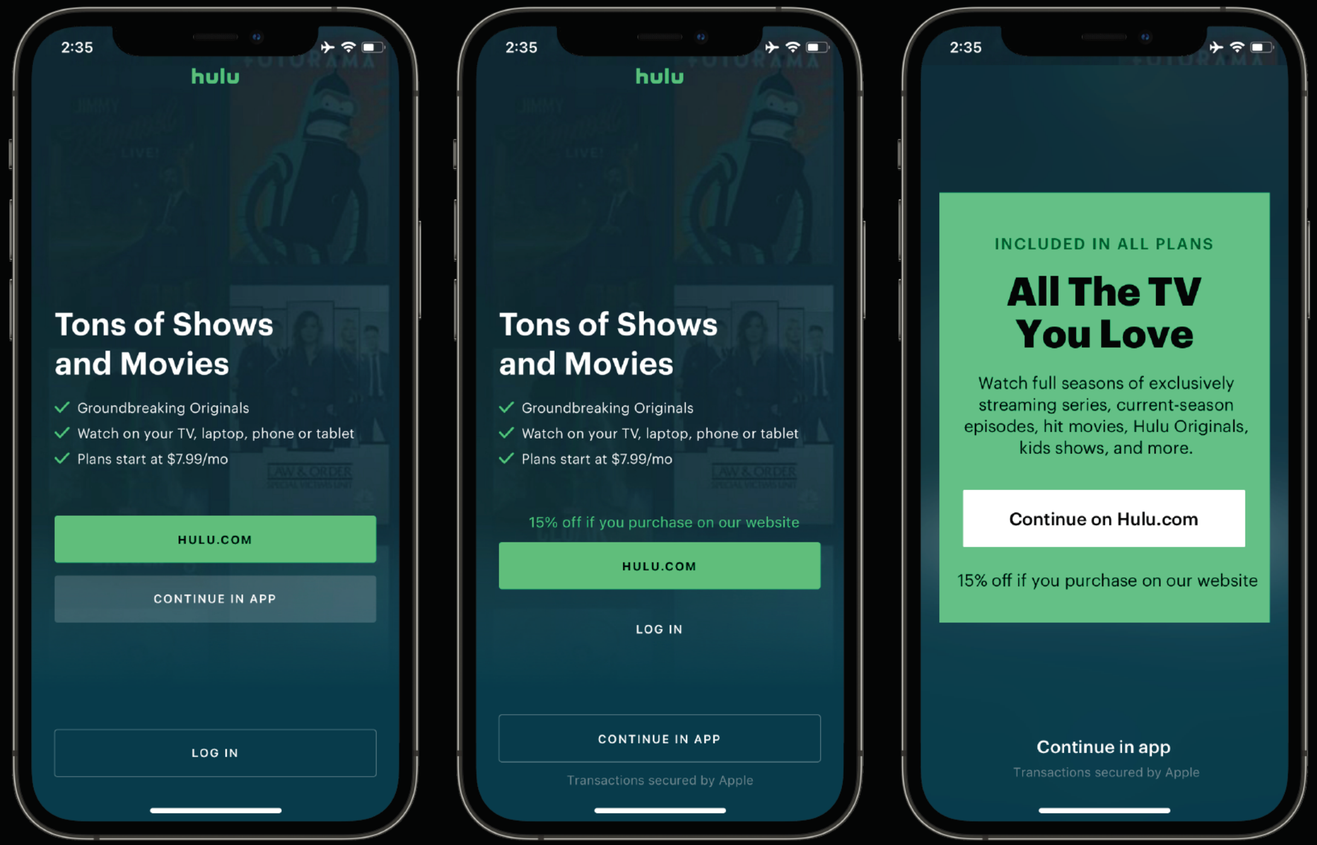

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Language & Styling

Styling Guardrails & Guidelines Imposed

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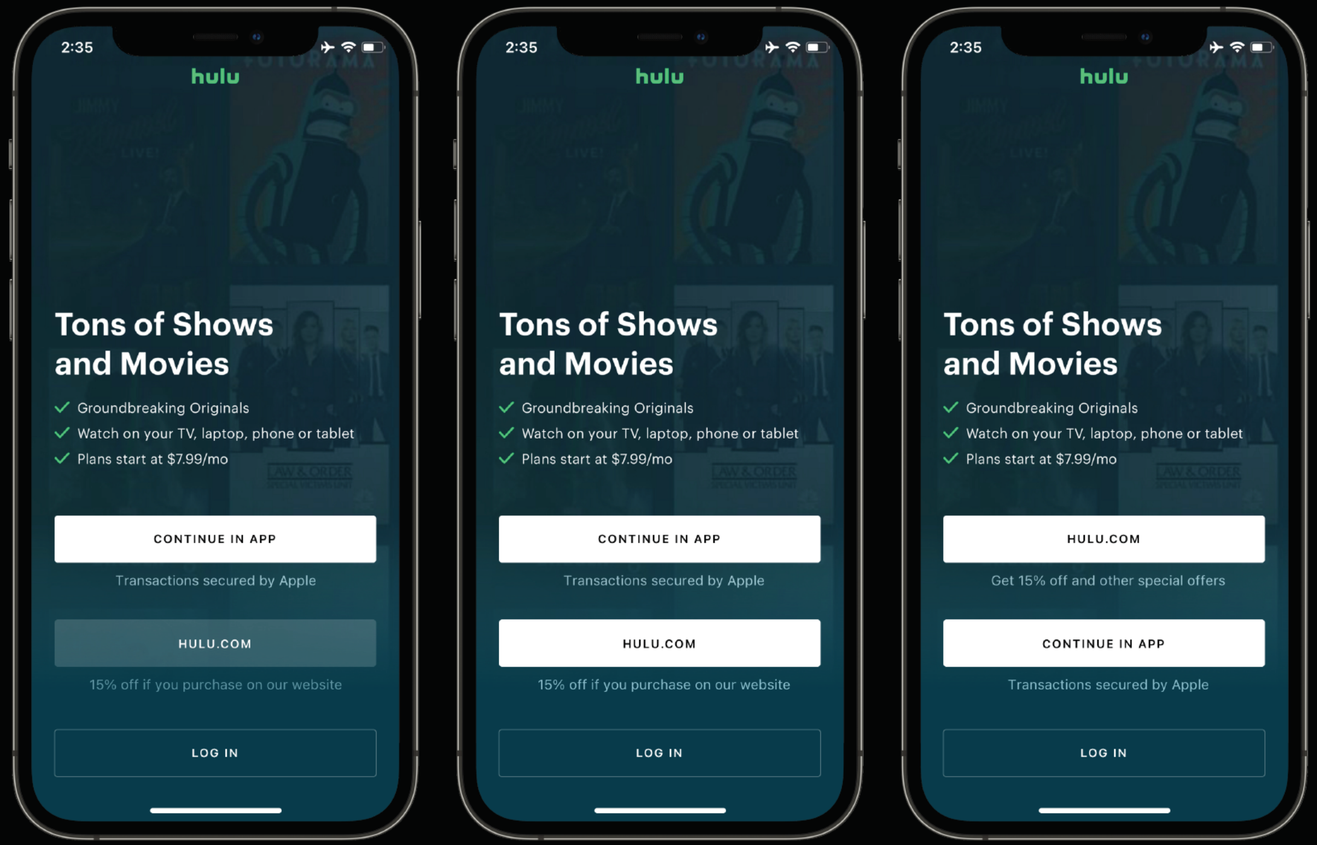


Not Equal

Equal

Ordering?

FPO. For discussion only

Language & Styling

Apple Templates (Reference: Sign in with Apple)

developer.apple.com

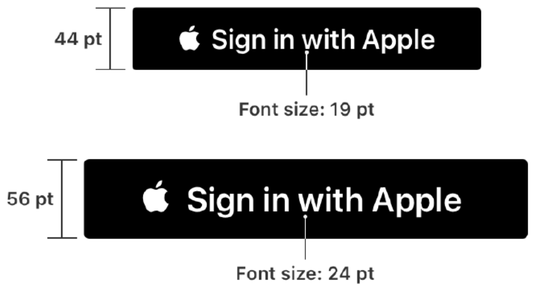
Design

Overview | What's new | Guidelines | Resources

Filter

- HealthKit
- HomeKit
- iCloud
- iMessage apps and stickers
- In-app purchase
- Live Photos
- Mac Catalyst
- Machine learning
- Maps
- Messages for Business
- NFC
- Photo editing
- ResearchKit
- SharePlay
- ShazamKit
- **Sign in with Apple**
- Siri

Prefer the system font for the title — that is, Sign in with Apple, Sign up with Apple, or Continue with Apple. Regardless of the font you choose, the title and button height of your custom button need to use the same proportions that the system uses. Using the system font for example, the title's font size would be 43% of the button's height — in other words, the button's height would be 233% of the title's font size, rounded to the nearest integer. Here are two examples that show these proportions using different sizes of the system font.



In general, preserve the capitalization style of the title. By default, all variants of the button title capitalize the first word — that is, *Sign* or *Continue* — and *Apple*; all other letters are lowercase. Avoid changing this style unless your interface uses only uppercase.

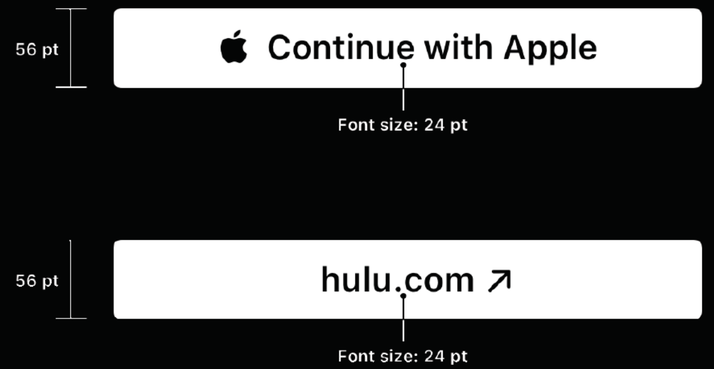
Keep the title and logo vertically aligned within the button. To do this, vertically align the title to the middle of the button, then add the logo image, making sure its height matches the height of the button. Because the logo image includes top and bottom padding, vertically aligning the

Supported platforms

- Sign in with Apple
- Offering Sign in with Apple
- Collecting data
- Displaying buttons
- Platform considerations
- Resources
- Change log

O. For discussion only

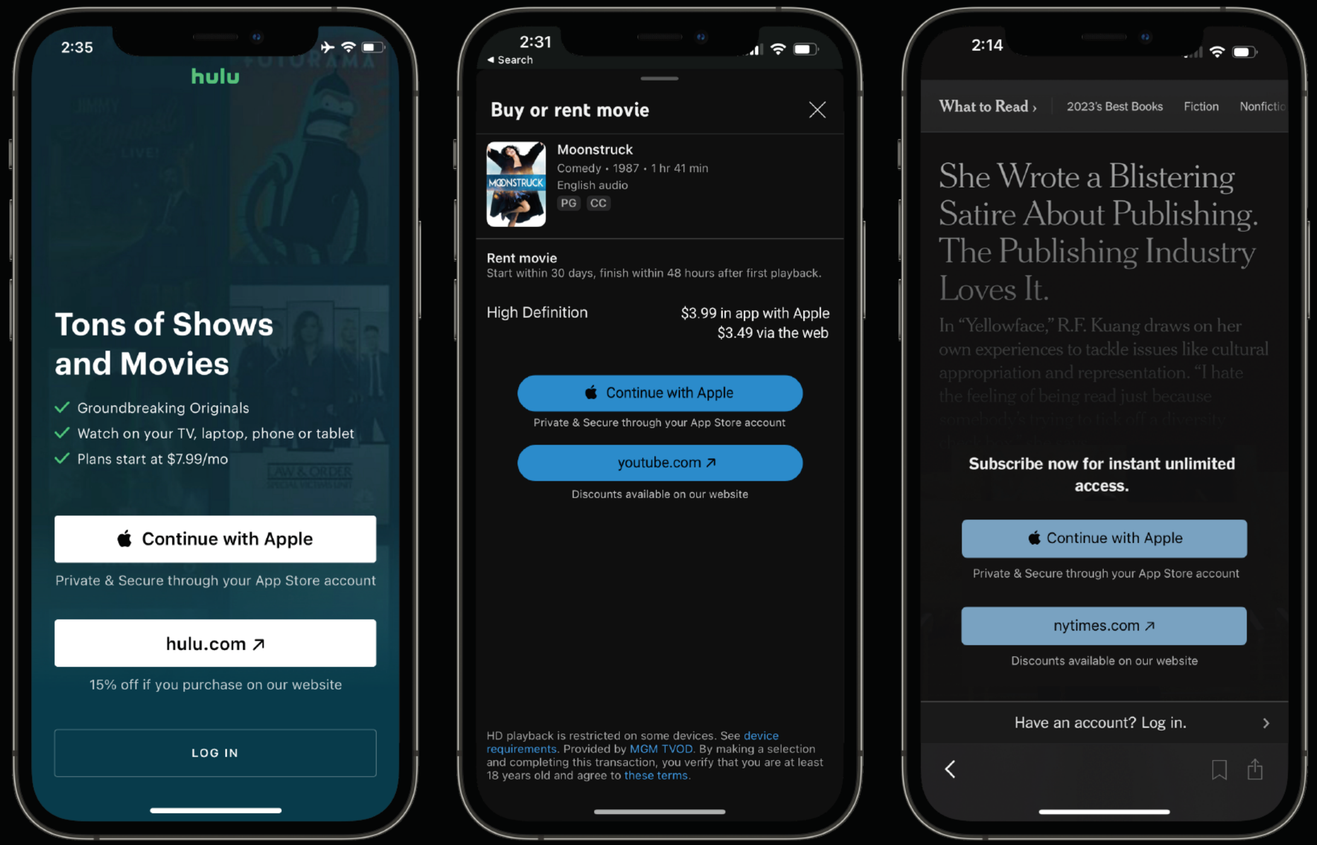
Language & Styling
Apple Templates



FPO. For discussion only

Language & Styling
Apple Templates

Privileged and Confidential — Prepared at the Direction of Counsel



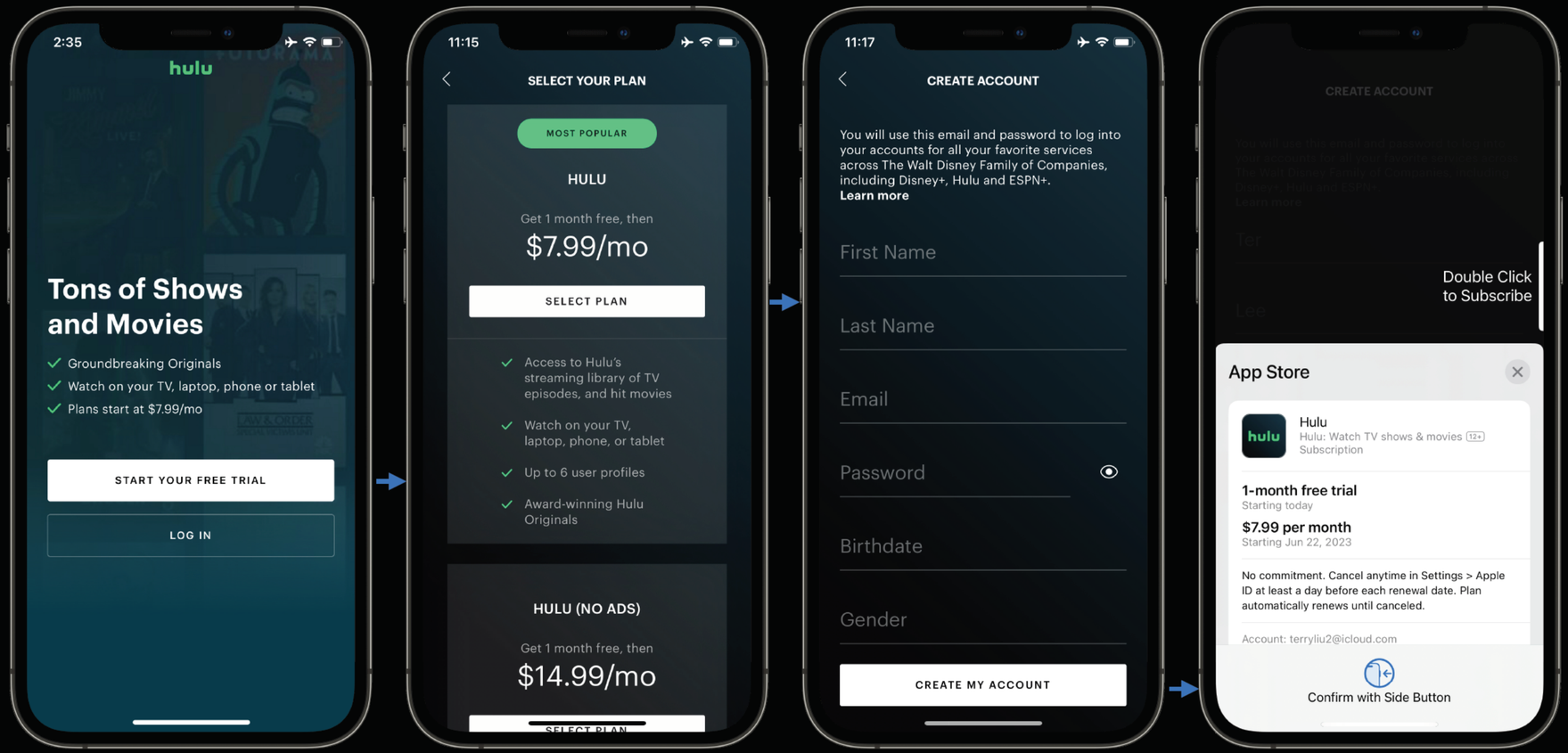
FPO. For discussion only

1) Language & Styling

2) Placements

Placements
Hard Paywall

Privileged and Confidential — Prepared at the Direction of Counsel

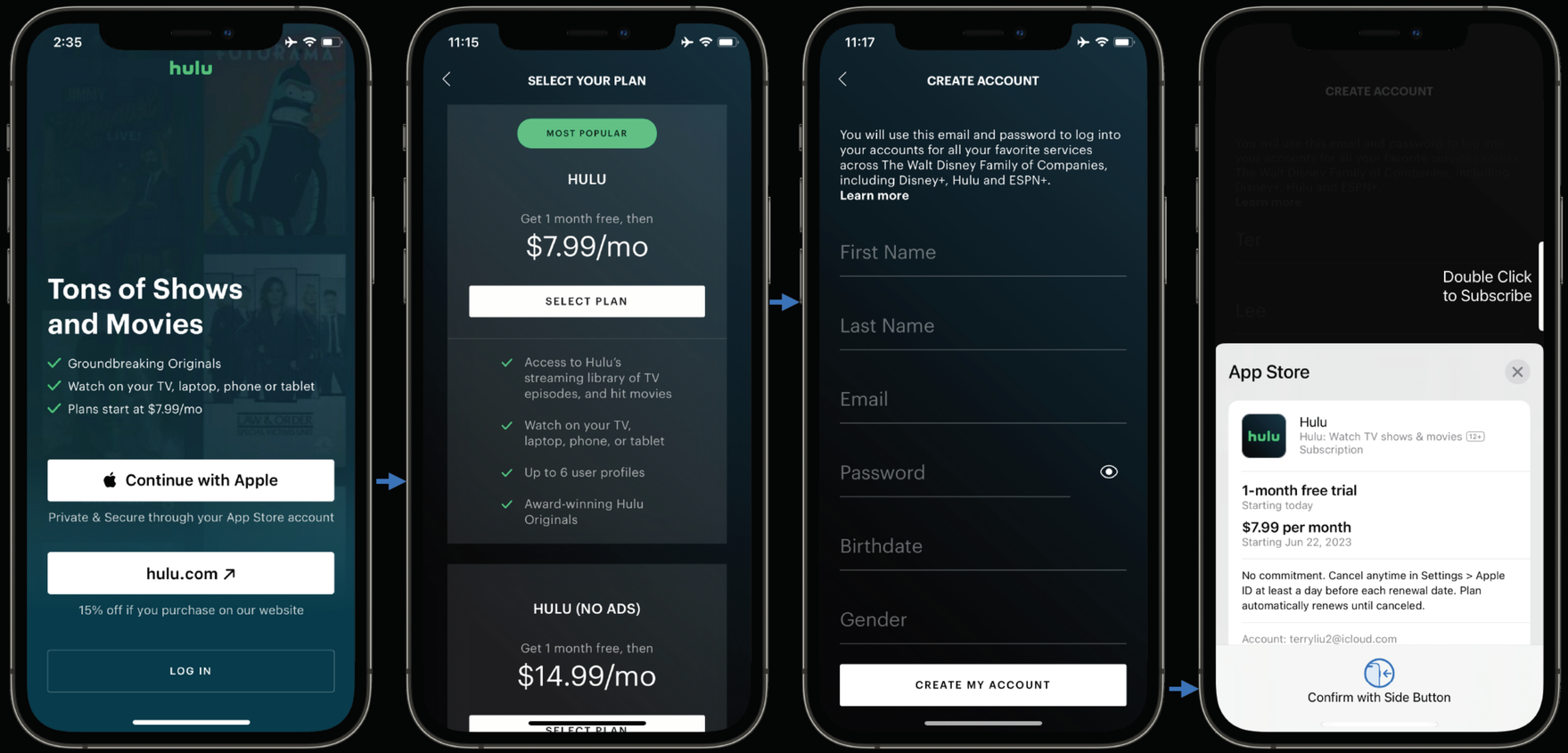


Hard Paywall | Merchandizing | Create Account | Subscription

FPO. For discussion only

Placements
Hard Paywall

Privileged and Confidential — Prepared at the Direction of Counsel

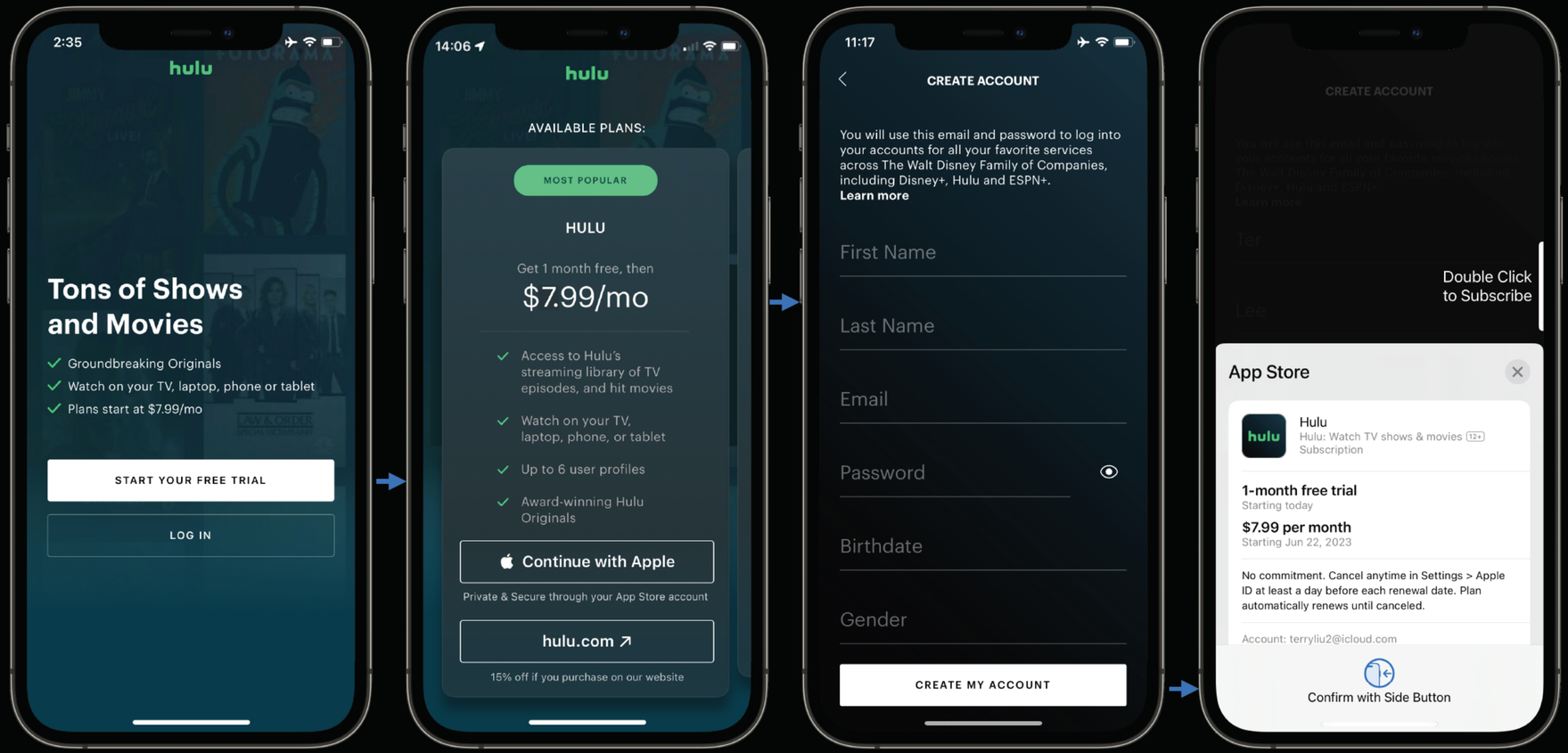


Hard Paywall | Merchandizing | Create Account | Subscription

FPO. For discussion only

Placements
Hard Paywall

Privileged and Confidential — Prepared at the Direction of Counsel



Hard Paywall | Merchandizing | Create Account | Subscription

FPO. For discussion only

Placements
Two Dots Current

Privileged and Confidential — Prepared at the Direction of Counsel

Onboarding / Login | Game Screen | Upsell | In-App Shop | Account / Settings

FPO. For discussion only

Placements

Game Screen (No merchandise present)

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Onboarding / Login | Game Screen | Upsell | In-App Shop | Account / Settings

FPO. For discussion only

Placements
Upsell

Privileged and Confidential — Prepared at the Direction of Counsel

Onboarding / Login | Game Screen | Upsell | In-App Shop | Account / Settings

FPO. For discussion only

Placements

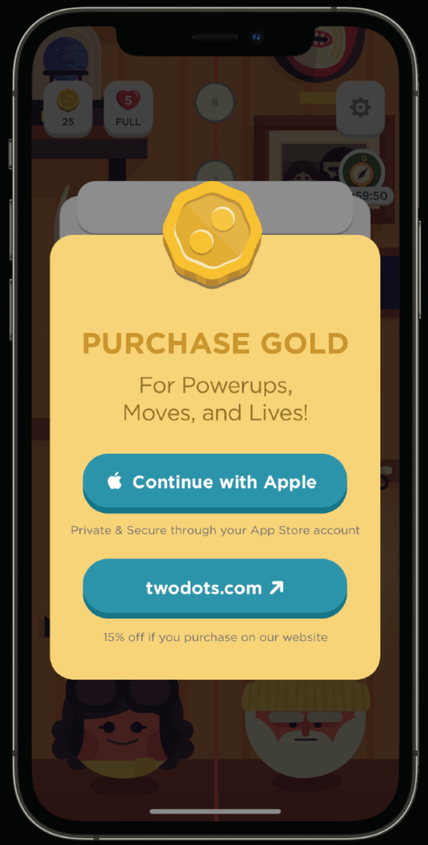
New Screen before Merchandise

Privileged and Confidential — Prepared at the Direction of Counsel

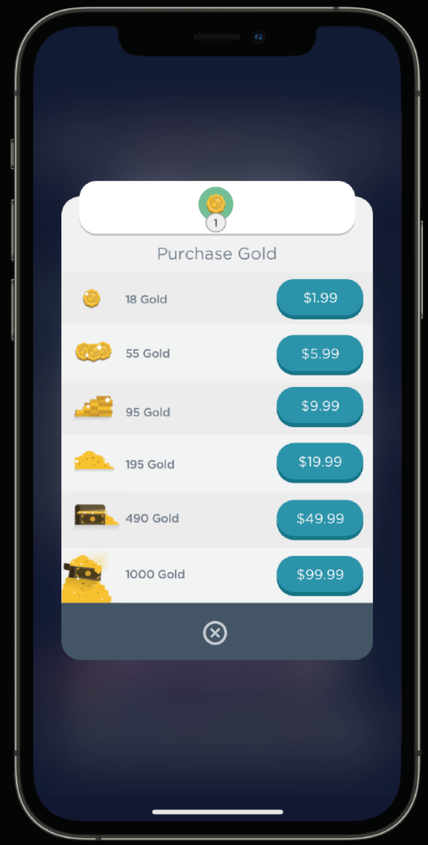
Onboarding / Login

Game Screen

Upsell



Custom New Screen
to pick shop



In-App Shop

FPO. For discussion only

Placements

Privileged and Confidential — Prepared at the Direction of Counsel

Onboarding / Login | Game Screen | Upsell | In-App Shop | Account / Settings

FPO. For discussion only

What This All Might Look Like...

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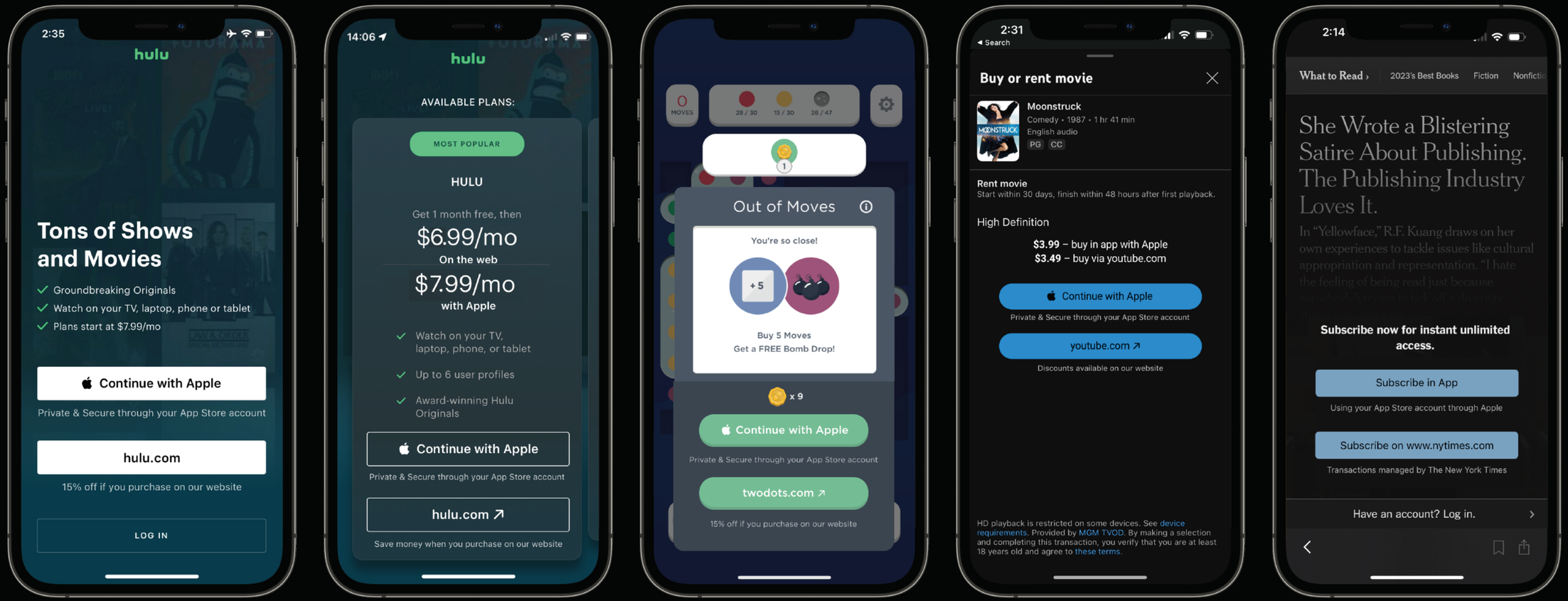

FPO. For discussion only

Alternate Direction

Alternate Direction
Two Dot Current

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Game Screen In-App Shop Purchase

FPO. For discussion only

Alternate Direction

1. Before Showing Merchandise

Privileged and Confidential — Prepared at the Direction of Counsel

Game Screen

Apple Sheet Selection

In-App Shop IAP only

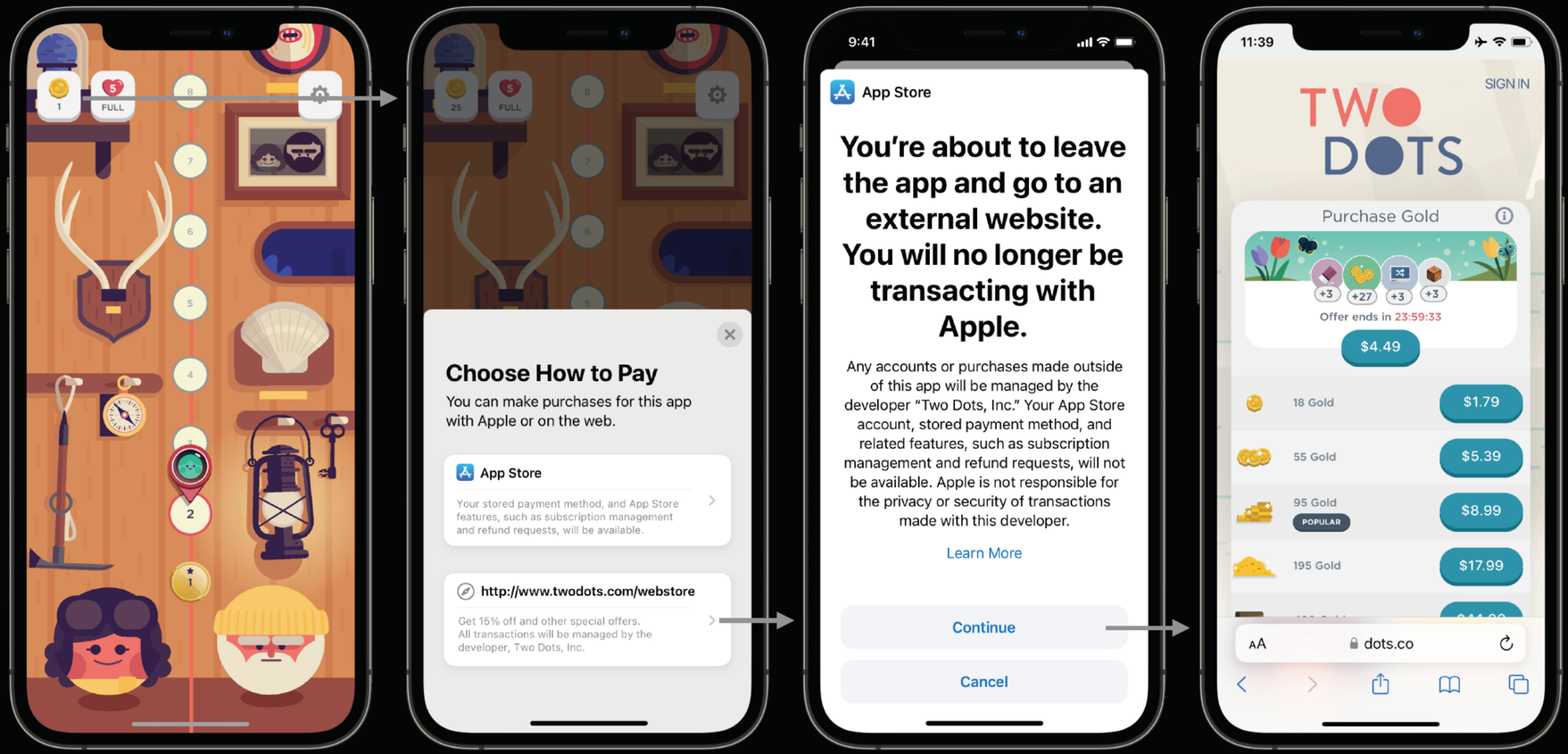
Purchase

FPO. For discussion only

Alternate Direction

1. Before Showing Merchandise

Privileged and Confidential — Prepared at the Direction of Counsel



Game Screen

Apple Sheet Selection

Link-Out Sheet

Web

FPO. For discussion only

Alternate Direction

1. Before Showing Merchandise

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Paywall

Apple Sheet Selection

Link-Out Sheet

Web

FPO. For discussion only

Summary

Hierarchy between IAP & External

Link/Button/Template style guidance

Linking-out language

Discount/pricing language with CTA

Allowed positions (independent of buy flow)

What constitutes a buy flow?

Alternative UI for consistency?

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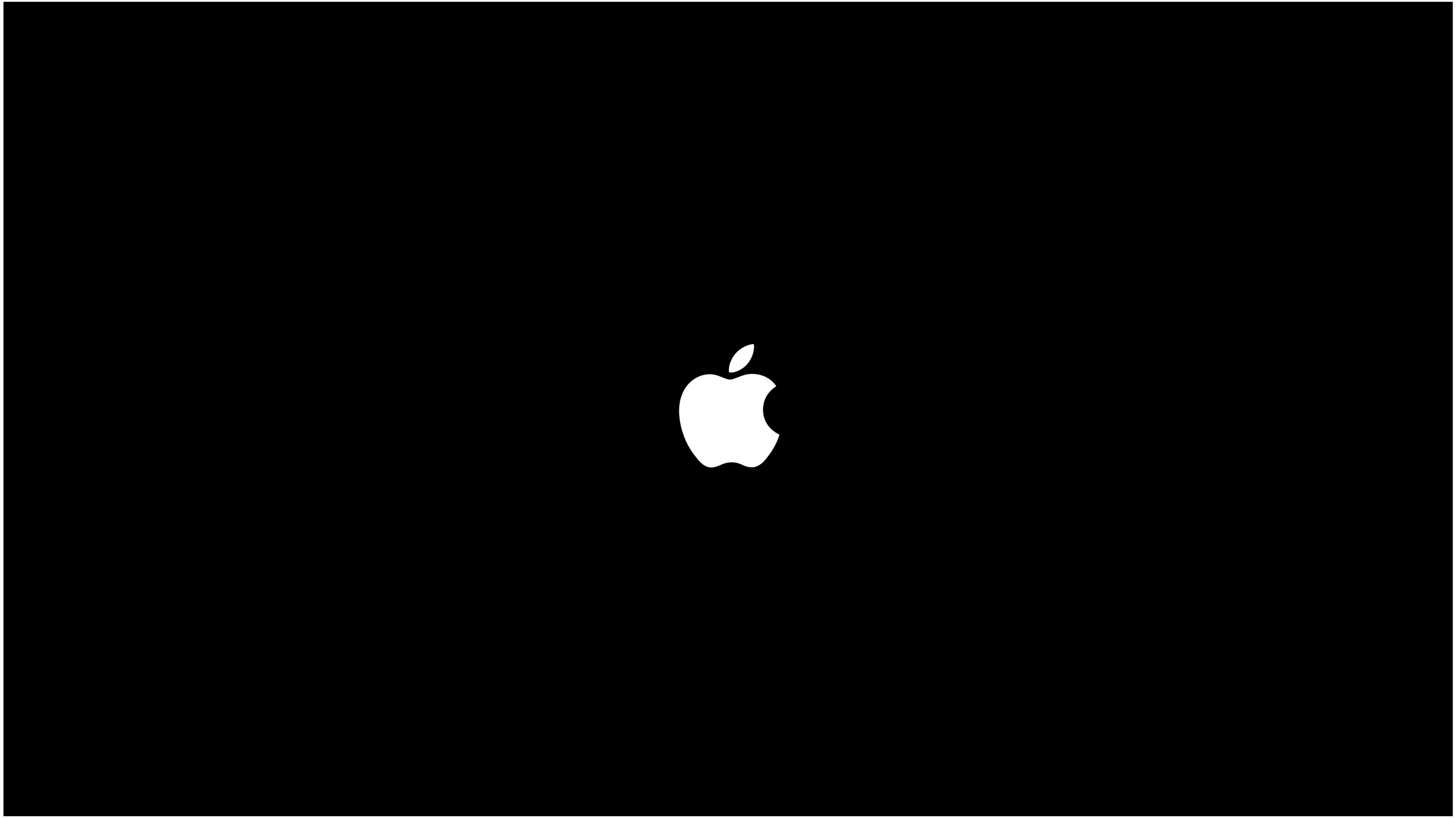

Future: Sheet Design Idea

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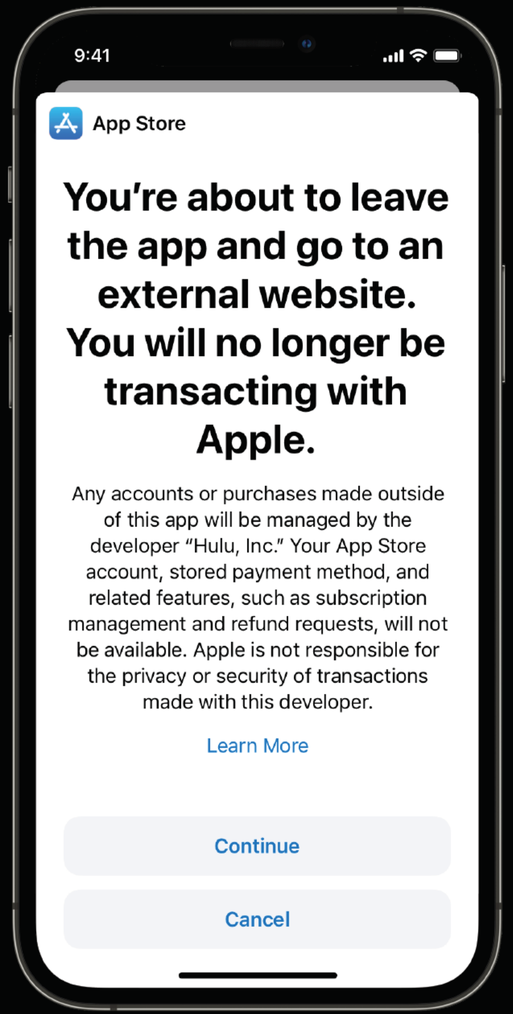
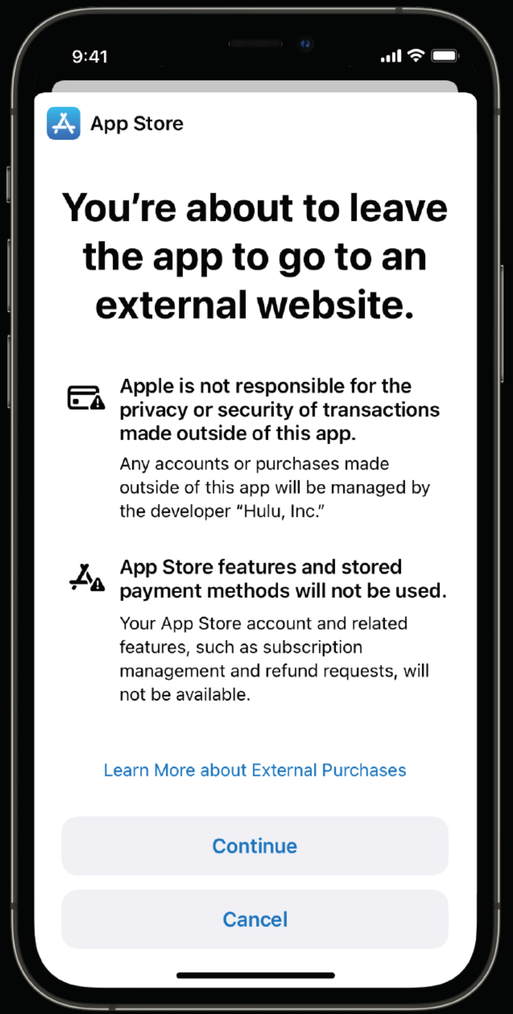


Current



Future

FPO. For discussion only